



United States Department of Agriculture  
National Agricultural Statistics Service

# Wisconsin Ag News – Cranberries

## Preliminary Summary



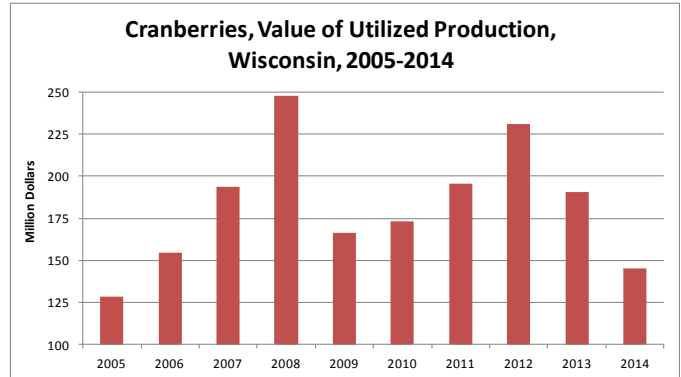
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Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection

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Wisconsin cranberry production totaled 5.04 million barrels in 2014, down from 6.02 million barrels in 2013, according to the USDA, National Agricultural Statistics Service – *Noncitrus Fruits and Nuts 2014 Preliminary Summary*. The state's cranberry growers harvested 20,400 acres, down from 21,100 acres last year. Average yield per acre, at 246 barrels, was down from last year's record high 283 barrels. The price of cranberries fell for the second year in a row, down from \$32.00 per barrel in 2013 to \$28.90 per barrel in 2014. As a result, the total value of utilized production declined 24 percent to \$145 million dollars. Wisconsin did, however, maintain its number one ranking in cranberry production with 58 percent of the nation's total. Wisconsin production was more than twice that of the next highest producing state, Massachusetts.



### Cranberries Acreage, Production, and Utilization – Selected States and United States: 2013-2014

[A barrel weighs 100 pounds]

State	Harvested		Yield per acre <sup>1</sup>		Production				Utilization			
					Total		Utilized		Fresh		Processed	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
	(acres)	(acres)	(barrels)	(barrels)	(barrels)	(barrels)	(barrels)	(barrels)	(barrels)	(barrels)	(barrels)	(barrels)
Massachusetts	13,200	12,400	138.5	188.9	1,852,300	2,417,000	1,828,800	2,342,000	88,800	51,000	1,740,000	2,291,000
New Jersey <sup>2</sup> ....	3,000	3,000	180.8	208.7	547,500	672,000	542,300	626,000	-	-	542,300	626,000
Oregon <sup>2</sup> .....	3,000	3,000	130.0	140.3	390,000	431,000	390,000	421,000	-	-	390,000	421,000
Washington.....	1,700	1,700	89.4	95.3	152,000	162,000	152,000	162,000	40,000	52,000	112,000	110,000
<b>Wisconsin.....</b>	<b>21,100</b>	<b>20,400</b>	<b>282.8</b>	<b>246.1</b>	<b>6,015,600</b>	<b>5,035,000</b>	<b>5,967,600</b>	<b>5,020,000</b>	<b>192,600</b>	<b>176,000</b>	<b>5,775,000</b>	<b>4,844,000</b>
United States ..	42,000	40,500	211.4	211.6	8,957,400	8,717,000	8,880,700	8,571,000	321,400	279,000	8,559,300	8,292,000

See footnotes on next table.

### Cranberries Price and Value – Selected States and United States: 2013-2014

State	Price per Barrel <sup>3</sup>						Value of Utilized Production					
	Fresh		Processed		All		Fresh		Processed		All	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
	(dollars)	(dollars)	(dollars)	(dollars)	(dollars)	(dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)
Massachusetts	50.60	56.80	30.60	34.00	31.60	34.50	4,493	2,897	53,244	77,894	57,737	80,791
New Jersey <sup>2</sup> ....	(X)	(X)	37.50	35.00	37.50	35.00	(X)	(X)	20,336	21,910	20,336	21,910
Oregon <sup>2</sup> .....	(X)	(X)	30.60	27.50	30.60	27.50	(X)	(X)	11,934	11,578	11,934	11,578
Washington.....	56.90	(D)	36.50	(D)	41.90	43.50	2,276	(D)	4,088	(D)	6,364	7,042
<b>Wisconsin.....</b>	<b>78.50</b>	<b>(D)</b>	<b>30.40</b>	<b>(D)</b>	<b>32.00</b>	<b>28.90</b>	<b>15,119</b>	<b>(D)</b>	<b>175,560</b>	<b>(D)</b>	<b>190,679</b>	<b>144,852</b>
United States ..	68.10	64.70	31.00	29.90	32.30	31.10	21,888	18,039	265,162	248,134	287,050	266,173

- Represents zero.

(D) Withheld to avoid disclosing data for individual operations.

(X) Not applicable.

<sup>1</sup> Yield is based on utilized production.

<sup>2</sup> Small quantities of fresh cranberries are included in processed to avoid disclosure of individual operations.

<sup>3</sup> Weighted average of co-op and independent sales. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains.